THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Columbus Day, Stateline Trip, both ripe

IN THE VALLEY OF THE MOON

The Valley seems to be starting out nicely as regards heavenly precipitation—auguring well for next season's crops. Shame we haven't got a half dozen dams on Sonoma river, so some of this excess moisture could be stored up for future use. That'll come in time, of course, but they should have been built years ago.

Warning at dangerous intersection: "CROSS ROAD — BETTER HUMOR IT." VALLEY WATCH REPAIR, Boyes. Giftware.

Then there's the Russian satellite. So what? Moonbeams remains unperturbed—though if too many of the little moons get started going 'round and 'round the earth, they might conceivably generate too many beams. Otherwise the satellite remains merely a scientific advance.

PIZZA headquarters. And Steam Beer! FOUR CORNERS CAFE, South Broadway. Complete stocks of domestic and imported beer.

Our total walnut crop this year: One (1) lonesome little walnut. Top of the young tree apparently got frosted early this year, so production dropped from seven to one nut only.

MIKE & ROSE'S BOYES SPRINGS STORE. Special low prices last three days each week. Finest steaks in the Valley.

We're told to wear our longies on the Saturday trip to Stateline —because it's cold up there—and also better take along a topcoat or somethin'. And we should be able to at least see some snow, if not wade through it. Lions club members, 41 altogether, will leave Saturday morning in a Trailways bus for the five-hour trip, returning Sunday—with most of us, probably, sadder and wiser.

LIONS meet Tuesday night at Palms Inn. Confessions due as to results at Stateline. Commiserations and tears. Good program.

PALMS INN, Verano. Home of the Lions. Swim pool. Finest food. Cocktail room. Carl and Jerry usually on duty. Drop in.

Our musical culture needs seem well taken care of by the Firestone hour (good stuff) and Lawrence Welk (also good, in a different way). And there's always Victor Borge! Have no liking for opera, unless the songs are more or less familiar, and hate much of the modern popular stuff, except the variety known as "sweet" like "Fascination" and "Tammy." Favorite type of music, which isn't on the air as frequently as we'd like, is the musical comedy type.

MENDEL'S CAFE, Boyes Plaza. Sizzling steaks, seafood, Spanish specialties. Surprise your guests—bring them here! ..Cocktails.

Mendel's cafe has inaugurated a businessmen's lunch, from 12 to 2 each weekday except Tuesday. Menu is varied, service fast, and cost mighty reasonable.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Maybe they should be taught a lesson they'll remember. High school board of trustees is going to ask another bond issue of $130,000, election on December 17. It nearly carried last time, mainly because a lot of "no" voters thought it would be snowed under so they didn't take the trouble to vote. Flowery district turned it down by a 94 yes and 98 no vote—but we mustn't get too complacent.

If the school board showed any signs at all of wanting or trying to use its present plant to full capacity, maybe we'd feel differently about this continual request for funds.

And why must they hire the highest priced architects and approve the excessively high costs for building construction? The students don't have to have palaces in which to study.

Reminds us of a builder who apparently misread his blueprints and came out with a school plant in which the classrooms took up almost as much space as did the gymnasium.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Noted for finest food, outstanding atmosphere. Clown Room, Unusual!

And what a change at the corner of Valley way and Boyes boulevard, occupied by Bud Delaney's Richfield service station. The building was moved away last week and now Bud has to do his "servicing" from his tiny trailer office. But a new $37,000 station is a-building, expected to be completed along about the 1st of the year, and then we can all get used (again) to the change in scenery.

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DENNY'S COG CLUB, Boyes. Sportsmen's headquarters . Wonderful drinkables, say our visitors. Let's get acquainted.

Michigan State came through for us in nice shape last Saturday, and our forecast that State will return to California for the Rose Bowl game looks like a good pick. Her toughest game likely will be this Saturday, when she plays Michigan. (For those who don't know, Michigan can be likened to Cal, and Mich State (long ago, but not any more) to the "cow college" at Davis.)

PLAZA LIQUORS, Sonoma, next to Bank of America. Hard and soft drinks, hors d' ouvres. Snacks, pizzas, delicacies.

And o nthis world series business . . .It's the 9th inning as we go to press—so Moonbeams has no final score. You know it already, anyway. But it's been an exciting series, with both teams striving to win in the accepted manner. Only risked $1, so can't be hurt much.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

So they're not going to let us smoke on buses anymore! Well, we haven't ridden on a bus for several years, so maybe we shouldn't be disturbed. But as an inveterate cigar smoker, surely the little boys up in Sacramento might have made some provision for the smokers. How 'bout reinstating the smoking sections, or maybe reserve the last few seats at the rear of the buses?

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Can't decide whether radio or TV commercials are the more revolting. Terrible on radio is Texaco's "Tower of Power" blurb. On television, Anacin and about 17 cosmetics, hair dope, detergents and shave creams all rank with the lowest, along with tooth paste and paper towels. If such commercials were used sparingly they wouldn't be too bad, but when they appear every program, time after time, all through the day and evening, they lose all the intended appeal and become loathsome, and certainly lose more sales than they gain.

Smart advertisers change their ads frequently.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Walt Grunert, the auto upholsterer in Fetters, keeps mighty busy revamping the interiors of more and more cars. He says they're coming from Santa Rosa, Napa and Petaluma. And Reno. Probably it's because his fame as a topnotch expert in his field is spreading.

LEE'S CHUCK WAGON, Sonoma highway. Formerly Fireside. Excellent food. Prime ribs a specialty. Barbecues. Drinkables.

Anyway Knowland is now running for governor (and after that, president, undoubtedly). We'll be for him all the way—(1) because of

his approval of a right to work law for California, and (2) because in any field of administrative character, we'd pick a newspaperman as a better bet than, say, a lawyer.

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

That birthday of ours: The missus got about a dozen cards on her birthday back in September. And in spite of our personal advertising, we also got the same number. Showing something or other. But as the date fell on a Lions club meeting night we got a free dinner; also some friends dropped in with a little libation, so all in all it was a grand birthday.

How old? Just 49! Figure it out: On a bright sunshiny morning, Oct. 8, 1888, a wonderful little boy was born (at home; no doctor, just a midwife) in the county seat of Ogle county, Illinois, a town called Oregon. Yep, 'twas me!

LAZY R & T SHOP, 412 First St. East, Sonoma. Used tools. Some furniture. Machine saw filing and sharpening. Worth a visit.

And how did he turn out?

NELSON'S DELICATESSEN, Boyes Plaza. Open Tuesdays, Closed Saturdays. Open till midnight for your convenience.

These mornings are getting a little on the snappy side, presaging the winter months so soon ahead. Coming events: Halloween, Veterans' day and Thanksgiving. (When's Admission day?) For Thanksgiving day, let's have goose, for a change.

JOHN'S SEWING MACHINE SHOP, 17580 Hiway 12. Repairs, service, parts. All makes. Vacuum Cleaner experts. WE 8-6152.

LETTER TO MOONBEAMS EDITOR

Dear Sirs:

I spent part of my vacation in your fair city this summer (my first time). We stayed at Sonoma Mission Inn and we enjoyed it very much. Since my late husband was a newspaperman, perhaps this is the reason I am interested in Moonbeams. Tho I really enjoyed this li'l' newspaper very much this past summer; it's the most! And I wonder would you mind mailing it to me? Sorry I am not where I'm able to pick-up free. Enclosed you will find check for $1.29; any extra charge, bill me.—Mrs. C. O. Patterson, Oakland, Calif.

EL DORADO HOTEL, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.

"Hank" and May Henderson had a little something extra to celebrate Thursday of this week. It was their 21st wedding anniversary. Hank has been employed at the Boyes bath house for the last 11 years, and in all that time missed work only two days.

OUR RESORT, El Verano. Home of draft beer, finest of mixed drinks, home of the Stein Club. Harvey and Melina Francis.

Sign on a local chicken house: "Anyone found near this chicken-house at night will be found there in the morning."

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

POETRY DAY—October 15 is Poetry day in most of the United States. Gov. Goodwin J. Knight issued a proclamation asking observance of the day in California. Many special events have been scheduled, a major one at the Berkeley Women's City club. Valley of the Moon's most celebrated poetess, Nell Griffith Wilson of Kenwood, will take part in a panel discussion—and for the last seven years she has taken autumn flowers, grape leaves and grapes from our Valley to decorate the tables at the banquet.

We're very happy to present a recent poem from the pen of Nell Griffith Wilson:

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

OUR VALLEY OF THE MOON

Here April walks in her unfailing turn
To waken bird-songs in the meadow nooks,
To light her poppy candles in the fields
And bring a singing voice to curving brooks;
To murmur in the pines, and spread the lupines' hue
Far up the velvet slopes to merge with azure blue.

Above the western rim the crescent moon
Shares its frail beauty with the evening star,
Unheeded then, until from purple mist
It rises full and rich and golden, far
Above the eastern hills to shed its magic light . . .
How wonderful our valley on a still and moonlit night!

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

Intuition is that strange instinct that tells a woman she is right whether she is or not.

BOYES SPRINGS FOOD CENTER. Weather changes indicate meal changes. We've got everything! at mighty low prices.

LIBERTE, EGALITE et HOME COOKIN'

France is faced with another crisis!

The French housewife has discovered the can opener, and the whole citadel of French culinary pride is shaking on its very founda-

tions. Reports from Paris indicate that the use of prepared and packaged foods has skyrocketed, and that some of the more excitable French traditionalists are calling for government intervention.

That does it! Can't you see Big Brother in the kitchen, dictatorial whip in hand, ordering just another soupcon of this, a tiny touch of that?

Heaven help the Gallic digestive systems if that ever comes to pass. About all the French government knows how to cook is its own goose.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

QUOTE OF THE WEEK: A rural Minnesota weekly printed this want ad: "Would like home for hybrid barn cats and kittens, both in plain and assorted colors, both sexes. If you come when the neighbor's tomcat is here, you can have him, too."

BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

We have a rather wonderful letter from a Valley resident, formerly from the midwest, in which he brings out several new points in this matter of school plant expansion. He poses a little effort on our part, too, which is acceptable . The letter is rather long, but it'll appear in Moonbeams, probably next week. Watch for it—it's good!

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

PAUL'S OLD RANCHERO, Verano. The Valley's smartest night spot. Cocktails. Dancing. Paul at the organ. Italian meals.

There was a time when man's principal concern was that an enemy tribe would attack, and wipe him and his family out. This fear has now been replaced by the horrible possibility that the picture tube may blow out in the middle of a good show.

B & L LAUNDROMAT, Fetters. Heavy washings? Bring 'em here —save time, money. Wash, dry, iron. Your neighbors come here!

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.

It looks very much as though Rudolph the Red-nosed Reindeer has become an established part of the Christmas festivities, along with Jingle Bells and The Night Before Christmas.

Rudolph came from the mind of Robert May, a writer in Montgomery Ward's advertising department, in 1939. Not much happened to Rudolph until after the war, when Ward published a book about him. It was passed out to some 6,000,000 children, and Montgomery Ward subsequently gave Mr. May full rights to the character.

The big break for Rudolph came in 1949, when the song about him first was heard over the radio. Then followed a comic strip, and later a second book, written by May. There would doubtless have been more songs, and more books, but May believed that Rudolph meant something to children, and turned down such offers, which he felt might have over-commercialized the idea.

Despite this restraint, May lives in a comfortable house which Rudolph built for him in Skokie, Ill., and is no longer at Montgomery Ward but in his own office, from which he direct's Rudolph's activities.

ESPOSTI'S LUNCH ROOM, Hiway 12, Fetters. Short orders, and finest hamburgers in town. Beer and wine, both on and off sale.
JIM'S MEATS, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.

It's nice to do something purely unselfish, especially if someone else notices it.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.
SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Kiplinger magazine passes along the story of how two common sayings originated from the same circumstances.

Years ago Irish farmers took their produce and livestock to market once a week, and one of the choicest items was young suckling pig. Because the pigs were frisky and hard to manage, they were carried in small burlap bags—or "pokes"—and sold according to the weight of the bag.

The system worked well until rascals began substituting stray cats for young pigs. It very quickly became known that only a fool would buy a pig in a poke—and that any smart buyer would untie the drawstring and have a look, perhaps letting the cat out of the bag.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.
SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

Next time you're at a party, don't spend all your time with the good looking ladies . Seek out the homeliest girl in the room. You'll be glad you did, especially if your wife's looking.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.
RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

By radioctive measurements, it is possible to tell the age of certain rocks. Measuring the decay of uranium into lead, or the changes in other radioactive elements, has shown that some of the rock in the earth's surface is about 5 billion years old.

That would mean (accepting the round figure and subtracting from it) that these rocks were formed in 4,999,998,044 B.C.

With that vista, looking backward, let's apply ourselves to today's problems in a calm and unrushed way. Some of our troubles may even keep until tomorrow.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

Perhaps the reason Confidential magazine is printed in the relatively small size it is, is so it can be easily concealed behind a copy ofo the Saturday Evening Post.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

A new hat doesn't cost much, but it makes the old gloves, shoes and tie look so shabby that you're soon out another $25, and wishing you'd never looked into that mirror.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.

One of the reasons why you hear talk about there being no opportunities in a small town for young men is that all the top business positions are held by older men—who got there by being willing to work hard in a community where there was no opportunity.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

Then there is the newspaper classic story of a reader who stormed into the editor's office complaining that the printed report of his death was greatly exaggerated.

"I'm sorry," said the editor, who was proud of his paper's reputation for veracity, "but if this newspaper says you're dead, then you are dead." The only compromise he would make, and that after a long discussion, was to print the man's name in the birth notices next week.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma
RICHFIELD SERVICE, Boyes. Rebuilding, but on the job all the time. Bud Delaney will serve you—fast and efficient, always.

Nothing's perfect, says an Indiana editor: "Like while it is indeed a pleasure to sleep until noon, it sorta ruins a fellow's afternoon nap."

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